

WHAT IS CLAIMED IS:

1 1. A method of providing content relevant to television programming, the
2 method comprising:
3 determining television programming being viewed by a viewer at a particular time;
4 determining context information associated with the television programming
5 available for delivery to the viewer;
6 making an intelligent selection from the available context information; and
7 delivering the selected context information to the viewer.

1 2. The method of claim 1 wherein determining television programming being
2 viewed comprises determining the television programming tuned to by a set-top box.

1 3. The method of claim 1 wherein determining television programming being
2 viewed comprises determining the television programming based upon an EPG.

1 4. The method of claim 1 wherein determining context information associated
2 with the television programming comprises determining context information based upon a
3 television signal received by a set-top box.

1 5. The method of claim 1 wherein determining context information associated
2 with the television programming comprises determining context information based upon a
3 channel identification number.

1 6. The method of claim 1 wherein determining context information associated
2 with the television programming comprises determining context information based upon a
3 broadcaster identifier.

1 7. The method of claim 1 wherein determining context information associated
2 with the television programming comprises determining context information based upon a
3 television show.

1 8. The method of claim 1 wherein determining context information associated
2 with the television programming comprises determining context information based upon an
3 episode of a television show.

1 9. The method of claim 1 wherein determining context information associated
2 with the television programming comprises determining context information based upon an
3 EPG identifier.

1 10. The method of claim 1 wherein determining context information associated
2 with the television programming comprises determining context information based upon a
3 program content category.

1 11. The method of claim 1 wherein making an intelligent selection comprises
2 selecting context information based upon a predetermined hierarchy.

1 12. The method of claim 11 wherein the hierarchy is determined by an episode of
2 a television program.

1 13. The method of claim 11 wherein the hierarchy is determined by a television
2 program.

1 14. The method of claim 11 wherein the hierarchy is determined by a broadcaster
2 identifier.

1 15. The method of claim 11 wherein the hierarchy is determined by an EPG
2 identifier.

1 16. The method of claim 11 wherein the hierarchy comprises:
2 first selecting context information based upon an episode of a television
3 program;

4 where no context information based upon an episode is found, selecting
5 context information based upon a television program;
6 where no context information based upon a television program is found,
7 selecting context information based upon a broadcaster identifier; and
8 where no context information based upon a broadcaster identifier is found,
9 selecting context information based upon a content category.

1 17. The method of claim 1 wherein making an intelligent selection comprises
2 selecting context information based upon a viewer selected hierarchy.

1 18. The method of claim 1 wherein making an intelligent selection comprises
2 selecting context information based upon a dynamically determined hierarchy.

1 19. The method of claim 1 wherein delivering the selected context information to
2 the viewer comprises displaying the context information by a set-top box.

1 20. A computer program, stored on a computer readable medium, comprising
2 instructions for causing a computer system to perform the following operations:
3 determine television programming being viewed by a viewer at a particular time;
4 determine context information associated with the television programming available
5 for delivery to the viewer;
6 make an intelligent selection from the available context information; and
7 deliver the selected context information to the viewer.

1 21. The computer program of claim 20 wherein the computer readable medium is a
2 disc.

1 22. The computer program of claim 20 wherein the computer readable medium is a
2 client device.

1 23. The computer program of claim 20 wherein the computer readable medium is a
2 host device.

1 24. The computer program of claim 20 wherein the computer readable medium is a
2 propagated signal.

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